



## CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: Approve Extending Contract With Freedman, Tung and Bottomley for Continuation of the Downtown Revitalization Project

MEETING DATE: January 18, 1995

SUBMITTED BY: City Manager

RECOMMENDED ACTION: That the City Council approve retaining Freedman, Tung and Bottomley's services to complete the Concept Development Phase of the Central City Revitalization Program.

BACKGROUND INFORMATION: Mr. Michael Freedman, during the December 13, 1994, Special City Council meeting, indicated that the Catalyst Project #1, Post Office Square, as described in the Concept Development Phase of the Central City Revitalization Program, was no longer feasible due to the U. S. Postal Service's refusal to cooperate.

Knowing that the City took a risk by considering Post Office Square, and realizing that Mr. Freedman proposed a fairly controversial plan, Freedman, Tung, and Bottomley has offered to continue its services at a reduced rate in order to complete the Concept Phase (Exhibit A).

Completion of the Concept Phase would include the following:

- 1) Development of an alternative "Catalyst Project #1" focusing on School Street Improvements
- 2) Design sketches (large format) to illustrate recommendations
- 3) City staff meeting
- 4) Community workshop
- 5) Presentation to the City Council by Michael Freedman

APPROVED: \_\_\_\_\_

THOMAS A. PETERSON  
City Manager



recycled paper

Approve Extending Contract With Freedman, Tung and Bottomley for Continuation  
of the Downtown Revitalization Project  
January 18, 1995  
Page Two

The community workshop has tentatively been scheduled for February 8, 1995, to  
facilitate a quick completion of the Concept Phase.

FUNDING: \$14,109 Contingency Fund

Respectfully submitted

A handwritten signature in black ink, appearing to read "Thomas A. Peterson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Thomas A. Peterson  
City Manager

Prepared by Janet S. Keeter  
Economic Development Coordinator

TAP/JSK:br

Attachment

EXHIBIT A

FREEDMAN  
TUNG &  
BOTTOMLEY

Urban Design & Planning  
District Revitalization  
Street & Plaza Design

## MEMORANDUM

VIA FAX

**DATE:** December 30, 1994

**TO:** Ms. Janet Keeter  
Economic Development Coordinator  
City of Lodi

**FROM:** Michael Freedman

**RE:** Central City Revitalization Program - Development of Alternate "Catalyst Project #1": School Street Design Improvements

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Enclosed please find our Scope of Services for the development of recommendations for the redesign of School Street. We are certain that done properly, a redesigned School Street can create the type of exciting public place and highly visible physical change required to touch off the revitalization process (along with the other elements of the *Downtown Revitalization Program*).

Although my partners and I have never actually had to redesign one of our own projects due to political factors, we have witnessed this situation in many other areas. We have always disapproved of consulting firms reaping profits from their own recommendations not panning out. Although we feel that we had been quite clear about the potential risks associated with the Post Office Square concept, and although we feel that given the risks it was a good recommendation, we nevertheless would not feel right about making money from the unfortunate turn of events that has made pursuit of the Post Office Square impractical. We therefore submit our project budget with a 50% rebate off of our normal rates. This essentially covers the profit we would make on the project. In doing so, we feel that we join the City as an equal partner in the costs that result from the venture into the risky Post Office Square idea. We realize that we have not been asked to do so, which makes us want to offer the rebate all the more.

You will note that we recommend another round of City Staff/Community/Council meetings and workshops as part of the process of developing an alternative "Catalyst Project #1". We do so

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because the process to date has resulted in substantial broad-based support and overall good feelings about the project. It is essential that we continue the participatory process in order to build on that support. This is particularly crucial to insure the continued support of property owners and business owners who are being asked to support half of the costs of the program. I see that you are thinking along the same lines, since you have already set up February 8 for a workshop. Will we be able to meet with City Staff that day as well?

The design improvements for School Street will be developed within the \$3.05 million construction budget already approved for the capital improvements aspect of the Revitalization Program. Given the length of the street, this will be a bit of a stretch, but it is certainly doable.

We hope you find the attached Scope to your liking, and that it meets your needs for the next phase of the project. If you have any questions about this information, or would like any modifications to the services listed herein, please do not hesitate to call-MF



**CITY OF LODI**

**SCHOOL STREET DESIGN IMPROVEMENTS**

**Scope of Services**

**Task 1: Develop Alternative "Catalyst Project #1". - School Street Design Improvements.**

Prepare recommendations for alternative capital improvements project to stimulate private investment in Downtown Lodi. Recommended project must remain within budget parameters of Council-approved Downtown Revitalization Program.

**Task 2: Prepare Design Sketches (Large Format) to Illustrate Recommendations.**

- a. Plan & section views
- b. Gateway design for Lodi Avenue entrance to Downtown
- c. Design for special street furniture or other special feature

**Task 3: City Staff Meeting**

Present initial recommendations to City Staff for review and comment.

**Task 4: Community Workshop**

Prepare presentation materials, coordinate with photorepro services as needed. Present design recommendations to the Community for review and comment.

**Task 5: Presentation to City Council.**

Present recommendations to City Council and summarize input from Community workshop.

## **Project Budget**

### **Task 1: Develop Alternative "Catalyst #1". - School Street Design Improvements.**

|            |        |         |
|------------|--------|---------|
| Principal  | 40 hrs | \$5,200 |
| Sr. Assoc. | 60 hrs | 4,800   |

### **Task 2: Prepare Design Sketches to Illustrate Recommendations.**

|                |        |        |
|----------------|--------|--------|
| Principal      | 4 hrs  | \$ 520 |
| Sr. Assoc.     | 16 hrs | 1,280  |
| Graphic Artist | 40 hrs | 2,400  |
| Draftsman      | 40 hrs | 2,000  |

### **Task 3: City Staff Meeting.**

|           |       |          |
|-----------|-------|----------|
| Principal | 8 hrs | \$ 1,040 |
|-----------|-------|----------|

### **Task 4: Community Workshop.**

|           |        |          |
|-----------|--------|----------|
| Principal | 12 hrs | \$ 1,560 |
| Draftsman | 12 hrs | 600      |

### **Task 5: Presentation to City Council.**

|           |       |          |
|-----------|-------|----------|
| Principal | 8 hrs | \$ 1,040 |
|-----------|-------|----------|

|  |                 |
|--|-----------------|
| <b>Subtotal - Professional Services:</b> | <b>\$20,440</b> |
|--|-----------------|

|                               |       |
|-------------------------------|-------|
| Database/Slide Library/Admin. | 2,044 |
|-------------------------------|-------|

|                       |       |
|-----------------------|-------|
| Reimbursable Expenses | 1,845 |
|-----------------------|-------|

|               |                  |
|---------------|------------------|
| <b>Total:</b> | <b>\$ 24,329</b> |
|---------------|------------------|

|                                     |         |
|-------------------------------------|---------|
| 50% Rebate on Professional Services | -10,220 |
|-------------------------------------|---------|

|                              |                        |
|------------------------------|------------------------|
| <b><u>Project Budget</u></b> | <b><u>\$14,109</u></b> |
|------------------------------|------------------------|